

## **ABSTRACT**

Subject matter includes an exemplary content template system. In one implementation, a custom markup tag locates remote content, converts the remote content into a markup language used in a web page template, replaces the custom markup tag with the converted content, and dynamically updates the converted content in the web page template when the remote content or the converted content changes. Another custom markup tag displays dynamic updates of the converted content in real-time in a web page generated by the web page template. Yet another custom markup tag presents editing controls for editing the converted content in the web page template, wherein the editing is displayed in real-time in the web page generated by the web page template.